IN THE ABSTRACT OF THE DISCLOSURE

Please amend the Abstract by rewriting same to read as follows.

An advertisement space auction apparatus enabling a more strategic and open auction transaction to be realized using a network, including a memory storing advertisement space information and being accessible by a plurality of entities connected to the network, a bid data communication unit receiving bid data submitted via the network from at least one of the plurality of entities, the bid data corresponding to the advertisement space information stored in the memory; and a winning bidder determination unit for determining a winning bidder of an advertisement space designated by the advertisement space information, on the basis of the bid data received by the bid data communication unit.

IN THE CLAIMS

Please amend claims 1, 3, 4, 7, 8, 10, 11, 14, and 15 by rewriting same to read as follows.

--1. (Amended) An advertisement space auction method using a network, comprising the steps of:

storing advertisement space information in a memory, said memory being accessible by a plurality of entities connected to

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said network;

receiving bid data submitted from at least one of said plurality of entities via said network, said bid data corresponding to said advertisement space information stored in said memory; and

on the basis of said bid data received, determining a winning bidder for an advertisement space corresponding to said advertisement space information.

--3. (Amended) The advertisement space auction method according to claim 1, wherein said advertisement space information contains data on recipient addressees scheduled to receive an advertisement.

--4. (Amended) The advertisement space auction method according to claim 1, wherein

said advertisement space is determined corresponding to a distribution cluster of recipient addressees that receive an advertisement inserted in said advertisement space, said distribution cluster containing a plurality of entities having a common characteristic; and

said advertisement space information containing data on said common characteristic.

--7. (Amended) An advertisement space auction apparatus using a network, comprising:

a memory for storing advertisement space information and for being accessed by a plurality of entities connected to said network;

a bid data communication unit receiving bid data submitted via said network from at least one of said plurality of entities, said bid data corresponding to said advertisement space information stored in said memory; and

a winning bidder determination unit for determining a winning bidder of an advertisement space designated by said advertisement space information based on said bid data received by said bid data communication unit.

--8. (Amended) A storage medium storing a computer program for realizing an advertisement space auction method using a network, said advertisement space auction method comprising:

storing advertisement space information in a memory, said memory being accessible by a plurality of entities connected to said network;

receiving bid data submitted from at least one of said plurality of entities via said network, said bid data corresponding to said advertisement space information stored in

said memory; and

on the basis of said bid data received, determining a winning bidder for an advertisement space corresponding to said advertisement space information.

--10. (Amended) The storage medium according to claim 8, wherein said advertisement space information contains data on recipient addressees scheduled to receive an advertisement.

--11. (Amended) The storage medium according to claim 8, wherein

said advertisement space is determined corresponding to a distribution cluster of recipient addressees that receive an advertisement inserted in said advertisement space, said distribution cluster containing a plurality of entities having a common characteristic, and

said advertisement space information containing data on said common characteristic.

--14. (Amended) A computer program for realizing an advertisement space auction method using a network, said advertisement space auction method comprising:

storing advertisement space information in a memory, said

memory being accessible by a plurality of entities connected to said network;

receiving bid data submitted from at least one of said plurality of entities via said network, said bid data corresponding to said advertisement space information stored in said memory; and

on the basis of said bid data received, determining a winning bidder for an advertisement space corresponding to said advertisement space information.

--15. (Amended) An apparatus using a network, comprising:

means for storing advertisement space information and for being accessed by a plurality of entities connected to said network;

means for receiving bid data submitted via said network from at least one of said plurality of entities, said bid data corresponding to said advertisement space information stored in said means for storing; and

means for determining a winning bidder of an advertisement space designated by said advertisement space information, on the basis of said bid data for receiving by said receiving means.